

AMENDMENTS TO THE CLAIMS:

Please amend Claims 19 and 22 as follows:

1 - 18. (Cancelled)

19. (Currently Amended) A display control apparatus generating electronic program guide images with a matrix format area defined by broadcasting time and channel and displaying a generated electronic program guide image to a display unit, said display control apparatus comprising:

an information acquisition unit configured to acquire program information associated with each of programs to be broadcasted;

a controlling unit configured to generate first and second electronic program guide images using acquired program information, wherein each electronic program guide image is arranged as program information display areas for displaying program information of a respective plurality of programs corresponding to broadcasting time and channel in the matrix format area, and wherein the program information display areas of the first electronic program guide image display program name information corresponding to all programs of a broadcasting duration longer than a predetermined broadcasting duration and do not display program name information corresponding to all programs of a broadcasting duration less than or equal to the predetermined broadcasting duration, and the program information display areas of the second electronic program guide image display program name information corresponding to all programs of a broadcasting duration longer than a predetermined broadcasting duration and also

display program name information corresponding to all programs[[.]] of a broadcasting duration of less than or equal to the predetermined broadcasting duration, which are included in the matrix format area;

an input unit configured to accept instruction input from a user for selecting which of the first electronic program guide image and the second electronic program guide image is to be displayed; and

a display control unit configured to display either the first or the second electronic program guide image according to the instruction input.

20. (Previously Presented) A display control apparatus according to Claim 19, wherein said controlling unit generates the first electronic program guide image which displays the program information display area corresponding to a program of less than or equal to the predetermined duration as a colored area such that existence of a program can be recognized.

21. (Previously Presented) A display control apparatus according to Claim 19, further comprising:

an operating unit configured to accept selection of a program placed on a program information display area in a displayed electronic program guide image from the user,

wherein said controlling unit controls movement of a cursor, which indicates the currently selected program, among programs of less than or equal to the predetermined duration when the second electronic program guide image is displayed on the display unit.

22. (Currently Amended) A display control method of a display control apparatus generating electronic program guide images with a matrix format area defined by broadcasting time and channel and displaying a generated electronic program guide image to a display unit, said method comprising the steps of:

acquiring program information associated with each of programs to be broadcasted;

controlling first and second electronic program guide images using acquired program information, wherein each electronic program guide image is arranged as program information display areas for displaying program information of a respective plurality of programs corresponding to broadcasting time and channel in the matrix, and wherein the program information display areas of the first electronic program guide image display program name information corresponding to all programs of a broadcasting duration longer than a predetermined broadcasting duration and do not display program name information corresponding to all programs of a broadcasting duration less than or equal to the predetermined broadcasting duration, and the program information display areas of the second electronic program guide image display program name information corresponding to all programs of a broadcasting duration longer than a predetermined broadcasting duration and also display program name information corresponding to all programs [[.]] of a broadcasting duration of less than or equal to the predetermined broadcasting duration, which are included in the matrix format area;

an inputting step of accepting instruction input from a user for selecting which of the first electronic program guide image and the second electronic program guide image is to be displayed; and

a display control step of displaying either the first or the second electronic program guide image according to the instruction input.

23. (Previously Presented) A display control method according to Claim 22, wherein said step of controlling generates the first electronic program guide image which displays the program information display area corresponding to a program of less than or equal to the predetermined duration as a colored area such that existence of a program can be recognized.

24. (Previously Presented) A display control method according to Claim 22, further comprising the step of:

accepting selection of a program placed on a program information display area in a displayed electronic program guide image from the user,

wherein said step of controlling controls movement of a cursor, which indicates the currently selected program, among programs of less than or equal to the predetermined duration when the second electronic program guide image is displayed.